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North American Conference on Central Finance, presented by SAP and TAC Events

Transform Tomorrow, Start Today – with Central Finance

October 24 – 25 2022, Chicago



Group Offer*

4 Tickets
for the price of **3**

WELCOME

Transform Tomorrow, Start Today – with Central Finance

The **North American Conference on Central Finance** is back! SAP and TAC Events are looking forward to welcoming you and your colleagues to Chicago, IL from October 24-25. We know there is nothing quite like face-to-face interaction and we are thrilled to be making a return to an in-person format.

You will hear from numerous global SAP customers – some of whom are using Central Finance as a first stepping stone towards SAP S/4HANA enterprise-wide transformation - who will share tangible business benefits they are realizing from this agile transformation approach. From improved transactional processing, to simplified reporting and consolidation, improved data transparency, process automation, and efficiency gains from centralized processing and cross-system reporting, learn how others are benefiting and how you can too.

Attendees will have the opportunity to meet with the full SAP ecosystem, including SAP executives and solution experts, customers, and sponsoring partners. Our case study-led agenda will feature presenters from companies such as **Corning Inc., Excelitas, Heineken, MARS, Perrigo, Stanley Black & Decker** and more! And that's not all, the agenda will also be packed with dedicated time for networking, deep-dive workshops, panel discussions and breakout sessions.

So don't miss the opportunity to get away from the office and reconnect with the SAP Central Finance community in Chicago. We look forward to seeing you and your team there!

Waldemar Kessel

Solution Management, Global
Solution Owner Central Finance
SAP

Jessica Duffy

Head of International Events
TAC Events



PRE-CONFERENCE WORKSHOPS

MONDAY, OCTOBER 24, 2022

During the pre-conference workshops you will have an opportunity to review functionalities, dive deeper into topics, get practical examples, take part in discussions, go through online demonstrations, and determine the business benefits available from SAP. Each workshop provides you with a unique opportunity to address challenges, discuss them with your peers, and gain valuable guidance from some of the most knowledgeable SAP experts.

All workshops take place on Monday October 24. Please note that only one workshop can be selected per attendee, and you cannot switch between parallel sessions. Workshop registration should be completed ahead of the event and an additional charge is payable. Please check the event website for further details.

Half Day Morning Workshops (09:00 – 12:30)

Workshop 1: Central Finance Project Implementation Lifecycle, Tips, Tricks and Lessons for a Successful Project

Join this pre-conference workshop to understand how to implement Central Finance using Activate Methodology and best practices in a fit-to-future and fit-to-standard approach. This is a great opportunity to interact with SAP experts and learn about implementation best practices and a recipe for a successful Central Finance implementation project. This workshop is best suited for both business and IT professionals looking to kick-start an implementation journey adopting SAP S/4HANA for Central Finance. The workshop provides an overview that covers the following topics: an overview of Central Finance Activate Methodology, guidance on Central Finance deployment options, implementation accelerators and tools for a successful project, and lessons learned, tips and pitfalls to avoid.

Hosted by: [Arti Rane, Senior Consultant, SAP](#) | [Priyank Joshi, Senior Consultant, SAP](#) | [Mallikarjun Akumalla Venkata, Content Hub Lead, Success Delivery Centre, Cloud Success Services, SAP](#)

Workshop 2: Central Finance – Central Asset Accounting

Central Asset Accounting allows organizations to centralize Asset Accounting to manage processes, financial reporting and closing activities for fixed assets in the Central Finance system. Join this session for an overview of Central Asset Accounting in a Central Finance scenario, understand how cross-system processes of Central Asset Accounting runs in the distributed landscape with a live-demo, and get guidance on how to setup Central Asset Accounting. Key discussion points will include an overview of Central Asset Accounting with Central Finance, processes in Central Asset Accounting, implementation of Central Asset Accounting and transition to Central Asset Accounting.

Hosted by: [Rodrigo Mantovani, SAP Application Architect, Central Finance Expert, SAP](#) | [Elke Romanov, Business Expert, S/4HANA Finance, SAP](#)

Workshop 3: Accelerate Central Finance Value Enablement with Central Finance QuickStart, Adoption Content and Coded Assets

The Central Finance QuickStart aims to speed-up the adoption of the SAP S/4HANA Central Finance solution in your organization, shortening the setup time by delivering a preconfigured, reference Central Finance system. Join this workshop to get a better understanding of how to utilize Central Finance Adoption Content in your project as complementary assets. Discover a suite of Central Finance coded assets to enhance Central Finance standard functions.

Hosted by: [Eniko Nadasi, Principle Business Process Consultant, SAP Value Prototyping, SAP](#) | [Marius Dragomir, Senior Technical Consultant, SAP Value Prototyping, SAP](#)

AGENDA

MONDAY, OCTOBER 24, 2022

08:00		Workshop Registration and Morning Refreshments
09:00		<p>Pre-Conference Workshops Select one of the below deep-dive workshops:</p> <ul style="list-style-type: none"> • Workshop 1: Central Finance Project Implementation Lifecycle, Tips, Tricks and Lessons for a Successful Project • Workshop 2: Central Finance – Central Asset Accounting • Workshop 3: Accelerate Central Finance Value Enablement with Central Finance QuickStart, Adoption Content and Coded Assets <p>Further information can be found on page 3 of the brochure. Please note that there is an additional charge to attend a pre-conference workshop.</p>
12:30		Conference Registration and Networking Lunch
13:30		<p>Conference Opening and Welcome Elizabeth Milne, SAP S/4HANA Finance Center of Excellence, SAP Robert Jenkins, Business Architect, SAP Jessica Duffy, Head of International Events, TAC Events</p>
13:45		<p>Opening SAP Keynote: Navigating Finance Transformation SAP and their customers continue to face a dynamic business landscape that continues to evolve at a rapid pace. Whether it's geo-political, sustainability, cloud technology or changing regulations – the world of Finance is transforming continually. Technology is the pulse of transformation to ensure business units are not operated in a silo, but collectively, and having access to data and applications to make quick decisions is paramount. Joel Bernstein, SAP's Chief Financial Officer, Customer Success and Head of Global Finance, will discuss how SAP are putting tomorrow's finance function into motion, conquering complexity, and enabling finance teams to make an impact that matters. Joel Bernstein, Customer Success, CFO and Head of Global Finance, SAP</p>
14:15		<p>Customer Case Study: SAP S/4HANA Central Finance Deployment at Mars Join this session to hear how Mars, an American multinational manufacturer of confectionery, pet food, other food products and a provider of animal care services, used automation to deploy central finance at scale. Marianne Donohue, Finance Transformation Senior Director for Mars Digital Technologies will share key lessons learned from the project and first-hand insights into their SAP Profitability and Performance Management journey. Marianne Donohue, Finance Transformation Senior Director, Mars Digital Technologies</p>
14:45		<p>Customer Case Study: How Excelitas Transformed Accounting and Finance with SAP S/4HANA Central Finance This session explores how Excelitas has transformed the way their finance operations run. Look at the multiphase project plan driven by people, process, data, and technology. Understand how regional phases were staggered to enable Global Business Services. Delve into the data foundation phase including data harmonization and mapping and data governance process. Attend this session to:</p> <ul style="list-style-type: none"> • Hear how Excelitas centralized their finance processes including, Accounts Payable, Accounts Receivable, Cash & Credit Management, and Revenue Management • Learn how SAP and Non-SAP source systems were replicated • Get best practices for integrating multiple SAP and non-SAP sources to enable transactional replication • Understand the importance of Change Management and the role it played in this project <p>Robert Ersoni, VP Global Business Services, Excelitas Corey Olson, Associate Partner, TruQua an IBM Company</p>
15:15		Afternoon Refreshments Break and Networking

AGENDA

MONDAY, OCTOBER 24, 2022

16:15



Customer Case Study: SAP S/4HANA for Central Finance Transformation at Heineken

Founded in 1864, Heineken is the 2nd largest brewer in the world with more than 85,000 employees. Zaid Jamal, Technology Director (Central Finance Transformation), will be sharing lessons learned from Heineken's central finance transformation journey, including group reporting. Attendees will have the opportunity to hear how the Heineken team successfully executed the project on time and on budget.

[Zaid Jamal, Technology Director \(Central Finance Transformation\), Heineken](#)

16:45

Panel Discussion: The Journey to S/4 – The Success Story for Central Finance as a Stepping Stone to SAP S/4HANA
During this session we will be inviting presenters from across the agenda to share their perspective on taking a Finance First approach. Our Panellists will discuss their insights, experience, key considerations and success stories when using Central Finance as a stepping stone to SAP S/4HANA.

[Uma Nimmagadda, SEC Tech Capability Director, Group Reporting, Nike, Inc.](#) | [Priyank Joshi, Senior Consultant, SAP](#) | [Rodrigo Mantovani, SAP Application Architect, Central Finance Expert, SAP](#)

17:30

Closing Remarks and Close of Day One

17:30 – 19:00

Evening Drinks Reception (Sponsored by TruQua, an IBM Company)



Case Study Presentation

AGENDA

TUESDAY, OCTOBER 25, 2022

08:15	Conference Registration and Morning Refreshments	
08:50	Welcome Back Elizabeth Milne, SAP S/4HANA Finance Center of Excellence, SAP Robert Jenkins, Business Architect, SAP	
09:00		Customer Case Study: Stanley Black & Decker's SAP S/4HANA for Central Finance Journey Headquartered in the USA, Stanley Black & Decker is the world's largest tool company with 50 manufacturing American facilities and more than 100 worldwide. Presented by Jennifer Snyder, CIO Corporate Functions – IT, join this session for an overview of Stanley Black & Decker's journey to SAP S/4HANA for Central Finance, including the purpose, design, deployment approach, and key business benefits of central finance. Jennifer Snyder, CIO Corporate Functions, Stanley Black & Decker
09:30		Customer Case Study: Live on SAP S/4HANA for Central Finance and Group Reporting – Perrigo's Finance Transformation Journey Learn about Perrigo's finance transformation journey with SAP S/4HANA for Central Finance and Group Reporting. Understand why central finance and group reporting were right for Perrigo, the roadmap to go-live, lessons learned during and post implementation and Perrigo's central finance 'Release 2' plans. Melissa Ahrendt, Director of Finance, Perrigo
10:00		Customer Case Study: Central Finance Implementation Journey at Chevron This session will cover Chevron's journey toward SAP S/4HANA beginning with a common information model and central finance implementation. It will include topics like the selection of minimum viable product, definition of the common information model, ECC and JDE delayed replication, reconciliation, SOX compliance and the roadmap for S4/HANA deployment. The speakers will share their experience through this journey and lessons learned. Mark Coppedge, Central Finance Program Manager, Chevron Ashutosh Dwivedi, Senior Manager, Deloitte
10:30	Morning Refreshment Break and Networking	
11:30 - 12:00	Breakout 1: Real World Central Finance Implementation Tips and Lessons Learned The journey to SAP S/4HANA via central finance involves a finance first road map, which is centered around critical business processes, master data, and architectural design decisions. Attend this session to understand how real-world implementations have helped define key deployment strategies. <ul style="list-style-type: none"> • Understand how currency, ledger, and tax design have a global impact on the future state of the • See firsthand how key master data objects such as chart of accounts, business partners, and cost/profit centers can be optimally designed for future state business functions in S/4HANA • Discuss the importance of key architectural design decisions and the impact they have on a central finance implementation • Examine how a finance first central finance • Implementation can lay the foundation for statutory, management, and consolidated reporting in an S/4HANA system Matt Montes, Senior Consultant, TruQua, an IBM Company	Breakout 2: Future Finance 2030 – Trends and Chances Fully automated transactional processes, speed of information, anytime self-service-reporting, decide and act faster than the competition. These are just some of the elements describing the trends in Finance in the next couple of years. How to reach this future in finance and what the key elements are to position finance as a business partner and value driver, will be the focus of this session "Future Finance 2030 – Trends and Chances". René and Tony will outline what the trends are in terms of Target Operating Model and technology in Finance departments and how to explore future opportunities. Finance is set to become an even more vital tool for senior management to make agile business decisions and to stay ahead of the curve in the race against competitors. René Linsner, Partner and CEO Horváth USA, Horváth & Partners Management Consulting Corporation Tony Klimas, Partner and President Horváth USA, Horváth & Partners Management Consulting Corporation

AGENDA

TUESDAY, OCTOBER 25, 2022

12:05 - 12:35

Breakout 3: Handling Data Volume with Central Finance

Successful Central Finance implementation projects have one thing in common – they have a plan to manage data volume. Join this session to learn how to handle data volume and gain efficiency with SAP S/4HANA for Central Finance; important topics for both Business and IT Teams. We will be reflecting on best practices and lessons learnt from recent projects, important but often neglected topics related to data volume and housekeeping tips and tricks for a successful implementation project.

Brett McGee, Platinum Principal Architect, SAP
Mallikarjun Akumalla Venkata, Content Hub Lead, Success Delivery Centre, Cloud Success Services, SAP

Breakout 4: Global Tax Management on Central Finance

The journey of business compliance is constantly evolving. The evolving tax landscape requires more labor, better accuracy, and more detail into a company's financial activity. The objective of this session is to discuss how companies are leveraging technology combined with central finance capabilities to meet these challenges.

Jonathan Dean, Senior Director, S/4HANA Finance CoE, SAP

12:40 -
13:10

Breakout 5: How to Achieve Success in Your SAP Central Finance Deployment

Are you considering a move to SAP S/4HANA for Central Finance? To realize the full value out of central finance, all data must be integrated. However, more than 90% of companies making the switch also have non-SAP data sources. If you're like the majority of companies that have third-party data, it's important to make a plan to fully integrate that data into Central Finance. With SAP Central Finance Transaction Replication by Magnitude for SAP S/4HANA, you can manage and accelerate data integration. This session will offer expert insights into overcoming the common challenges encountered when integrating financial data such as transaction detail, error handling, and reconciliation, and will prepare your team for the road ahead to a successful Central Finance deployment.

John Hume, Lead Solution Architect, insightsoftware

Breakout 6: The Art of Centralizing Invoice Management

Centralizing finance operations relies on the information quality of the different source systems - and this depends on the processes that are managing payables and receivables. Although almost all data resides on the source systems, it is still possible to take a centrally managed approach to those. During this session, we'll discuss how to standardize and centralize the processing of your vendor invoices and how to maximize the information advantage in combination with Central Finance.

Mike Arias, Lead Solutions Consultant, OpenText

13:10

Lunch Break and Networking

AGENDA

TUESDAY, OCTOBER 25, 2022

14:10 - 14:40	<p>Breakout 7: Central Finance Implementation - Challenges, Accelerators and Lessons Learned</p> <p>Implementing Central Finance challenges most customers due to the perceived complexity of the individual CFIN components and their interaction with ECC and non-SAP source systems. In this session we would like to structure various areas and narrate how Infosys helped customers solve and overcome the various challenges during design and implementation since 2016 when we started our CFIN journey with our S/4HANA customers.</p> <p>Mike Smythe, Partner - Business Consulting, Infosys Business Consulting Bahram Maghsoudi, Senior Principal, Infosys Business Consulting Hemant Patel, AVP, Senior Industry Principal, Infosys Business Consulting</p>	<p>Breakout 8: Enhance Central Finance User Experience and Empower Project Leadership Teams Like Never Before with SAP Analytics Cloud (SAC)</p> <p>Gain an overview of the Central Finance Dashboard powered by SAP Analytics Cloud (SAC), a plug and play solution that includes key features and benefits such as automated, interactive, and pre-configured error categorization, out-of-the-box integration with SAP Knowledge Based Articles, enhanced filter capability and real-time visualization of important KPIs and trends.</p> <p>Brett McGee, Platinum Principal Architect, SAP Mallikarjun Akumalla Venkata, Content Hub Lead, Success Delivery Centre, Cloud Success Services, SAP</p>
14:45	<p> Customer Case Study: The Finance Transformation Journey to Enable Ongoing Innovation at Corning Inc.</p> <p>In this session you will learn how the Finance team at Corning Inc., an American multinational technology company that specializes in specialty glass, ceramics, and related materials, has established its guiding principles, defined its strategy, and developed its roadmap to transform the organization. This transformation combines people, processes and technology with SAP Central Finance at its core.</p> <p>Karen Chirico, Director IT Corporate, Corning Inc. Brian Russell, CSS Director Finance SAP Transformation, Corning Inc.</p>	
15:15	<p>Comfort Break</p>	
15:30	<p>Closing SAP Presentation: Future Direction of Central Finance</p> <p>The Idea of a central ERP system has been around for as long as multi-ERP systems have existed. Many companies find themselves needing to bring together different and diverse ERP systems for centralized financial reporting and process execution. In this session we will demonstrate that central finance is a platform for business innovation and transformation, providing the flexibility for constantly changing technology and business needs in the future.</p> <p>Waldemar Kessel, SAP Solution Management, Global Solution Owner Central Finance, SAP Mallikarjun Akumalla Venkata, Content Hub Lead, Success Delivery Centre, Cloud Success Services, SAP</p>	
16:00	<p>Closing Remarks and Close of the 2022 Conference</p>	

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Our S/4 HANA transformation specialists support organizations and top executives with extensive competence in business model specific finance and logistics processes, impacts on organizational structures as well as technological readiness to successfully align their organizations for the future. Horváth stands for project results which create sustainable benefits and value. That is why our consultants accompany their customers from the business management concept and anchoring in processes and systems all the way through to change management and training of managers and employees.

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REGISTRATION FORM

North American Conference on Central Finance, presented by SAP and TAC Events

I would like to register for the North American Conference on Central Finance,
presented by SAP and TAC Events
October 24-25 2022, Chicago

(Please complete clearly in BLOCK CAPITALS)

First Name	Last Name
Company	Job Title
Department	Street
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Country	Phone
Industry Sector	E-mail
Date	Signature

I wish to attend the following:

Conference (October 24-25)

- Day and a Half Conference (October 24– 25)
- Evening Event (October 24– Open to conference registrants only)

Pre-Conference Half Day Workshops (October 24)

(please select which session)

- Workshop 1: Central Finance Project Implementation Lifecycle, Tips, Tricks and Lessons for a Successful Project
- Workshop 2: Central Finance – Central Asset Accounting
- Workshop 3: Accelerate Central Finance Value Enablement with Central Finance QuickStart, Adoption Content and Coded Asset

Payment Method

- Credit Card Invoice

- I have read and agreed to these [terms and conditions](#) plus the [privacy & cookie policy](#)

Fax to +44 (0)121 212 1623
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Conference Venue

The Westin Chicago Lombard
70 Yorktown Center, Lombard, IL 60148, United States
[Website](#)

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Event Fees

Type	SAP Customers, Prospects and Employees	SAP Partners, Analysts, and Others
Attend the Conference In-Person	1250 \$	1450 \$
Workshops (In-Person Only)	500 \$	500 \$

Further Information

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- Yes, I am happy to share my details with SAP
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